



**DIGITAL
MEDIA** | Europe

SPONSORING OPPORTUNITIES

The leading digital revenues event of the European news industry

10-11 November 2020, Vienna, Austria
2 Conferences. 1 Venue
DME Subscription Marketing
DME Premium Advertising

DME.WAN-IFRA.ORG



WHEN & WHERE

10-11 November 2020
The MQ, MuseumsQuartier
Vienna, Austria



WHAT'S ON THIS YEAR?

We will prioritise networking discussions and roundtables - with morning inspiration from keynote speakers. We will also have a special local media focused stand.

And of course, our Speed Dating session is back! This fast-paced meet-up brings together media executives and technology providers to find solutions and generate new ideas. If you're a publisher CTO, IT executive or supplier keen to take part in this session, contact maria.belem@wan-ifra.org today! If you are one of the first 10 exhibitors, you already have a place secured!

WHAT WILL DEFINE DME20

- 1. DME Subscription Marketing**
- 2. DME Premium Advertising.**
- 3. DME Speed Dating and interactive exhibition.**

WHO ATTENDS?

Digital Media Europe is expected to draw more than 300 international senior publishing executives: CEOs; Editors-in-Chief; CMOs; Digital Revenues Strategists; Heads of Sales, Media Buyers and Advertising Agencies.

OUR DIGITAL MEDIA SERIES

Our Digital Media events have been at the forefront of transformation in the news media industry for over 20 years. Digital Media Europe (DME), Asia (DMA), India (DMI), LATAM (DML), North America (DMNA) and Africa (DMAf) attract thousands of top level publishers, editors and digital executives on hot topics in the industry.

ABOUT WAN-IFRA

The World Association of Newspapers and News Publishers, or WAN-IFRA, is the global organisation of the world's press, representing more than 18,000 publications, 15,000 online sites and over 3,000 companies in more than 120 countries.

The organisation serves as a world-wide platform for the exchange of ideas, information and experiences. Our mission is "to be the indispensable partner of newspapers and the entire news publishing industry worldwide, particularly our members, in the defence and promotion of press freedom, quality journalism and editorial integrity and the development of prosperous businesses and technology."

Each conference will also hold the Digital Media Awards ceremony for their region where the most engaging, innovative products and platforms are recognised.

SPONSORING OPPORTUNITIES

BRANDING

* non-members pay an additional 25 %



LOGO

Your company logo on all event marketing materials (print, web, and on-site). Opportunity to distribute company material at the conference (agreement prior to the event required). 1 entrance ticket included.

€ 2,000*



WATER BOTTLES

Your brand will be visible to all those thirsty participants. Production and shipping are the responsibility of the sponsor. 1 entrance ticket included.

€ 3,000*



COFFEE BREAK

Be the host of our coffee breaks during the event for one day. The sponsorship will be marked on the programme with your logo. Small display items are included and one roll-up poster is to be provided by the sponsor. This sponsorship is exclusive. 2 entrance tickets included.

€ 4,000*



SEAT DROP

Get noticed by the participants during the conference. We will distribute your materials on participants seats before the conference starts. The rate is applicable for each conference day. 2 entrance tickets included.

€ 4,000*

* non-members pay an additional 25 %



OPENING VIDEO

Address all the delegates by presenting the conference opening video. Content and duration have to be decided in cooperation with the event manager. 2 entrance tickets included.

€ 4,000*



BADGES, BAGS & LANYARDS

Your company's badges/bags/lanyards will be handed out to all visitors at the registration desk. Each of this sponsorship is exclusive. Bags and lanyards to be provided by the sponsor. 2 entrance tickets included.

€ 4,000*



PRE-EVENT DRINKS RECEPTION

Are you ready to party? Be the exclusive sponsor at the Pre-Event Drinks Reception we will host on the evening of March 30th. Brand the venue as you wish. Company logo on all event related marketing materials and 3 entrance tickets included.

€ 8,000*



GOLD OR PLATINUM SPONSOR

Be recognised as the gold or platinum sponsor on all marketing and communication materials. This sponsorship is tailored to your needs. Details to be discussed and agreed upon between the sponsor and the event manager.

GOLD
€ 15,000*

PLATINUM
€ 20,000*

DIGITAL OPPORTUNITIES

* non-members pay an additional 25 %



APP

€ 4,000*

Your logo on the loading screen (640 x 240 pixel) and on banner above the timeline (240 x 240 pixel), 1 push notification and 1 sponsored content posts ensure that you will be seen and heard. Your logo will be displayed on our website, print material, in our app and on our logo wall-on-site. 2 entrance tickets included.

MAILING

€ 4,000*

This option is only available to companies that already invested at least €3.000 in sponsorship. Your opportunity for pre or post event mailing to all conference delegates. On your behalf, WAN-IFRA will send your personalized message to all registered participants. Only 2 available. 2 entrance tickets included.

EXHIBITING OPPORTUNITIES



Reference image, the original table top might change depending on the venue. Monitor not included.

TABLE TOPS

€ 4,000*

The chance to exhibit your products and services alongside the event. Stand size depending on venue. 2 entrance tickets included. Lunches and coffee breaks will be strategically served in the exhibition area, guaranteeing you a high level of delegate traffic. Free entry to the Speed Dating Session.

CHARGING LOUNGE

€ 4,000*

There is no question that attendees rely heavily on their mobile devices. A low battery has attendees looking for a charge. Charge up your branding and connect with conference attendees by sponsoring the DME20 Charging Lounge. 2 entrance tickets included. Free entry to the Speed Dating Session.



SPEED DATING

Following the success of our first Speed dating Session in 2019, we are bringing it back in 2020! All DME20 exhibitors will be given a free seat at our second DME Speed Dating Session that will take place during the lunch of Day 1 (March 31st). Limited to 10 places only, this will be a fast and simple way for vendors to meet with publishers, in a fun and casual environment. Give your 4 min elevator pitch to 10 different publishers and exchange business cards before moving onto the next round. You never know - you might find a lifetime business partner!**

** Places at the speed dating session are not for sale. They are offered exclusively to companies that book a Table Top, to a maximum of 10 exhibitors. One place per company, multiple seats will not be offered to the same company.

INTERESTED IN SPONSORING? CONTACT: MARIA.BELEM@WAN-IFRA.ORG

CONTENT OPPORTUNITIES

Bring a customer to present a success case study to the audience in an exclusive environment. Breakfast and breakout sessions are an integral part of the programme. These sessions showcase best success and innovation cases from the region and the industry and offer attendees the opportunity to discuss, reflect, and interact with the speakers in a more intimate setting.

* non-members pay an additional 25 %



BREAKFAST SESSION

- April 1st (8:30 – 9:15). In main conference hall or adjacent room (45 min).
- **3 tickets included**
- This session does not require a customer presentation, but is highly recommended.
- 1 available

€ 6,000*



BREAKOUT SESSION

- March 31st or April 1st. Session to take place in adjacent room (45 min).
- **3 tickets included**
- This session does not require a customer presentation, but is highly recommended.
- 2 available

€ 6,000*



IN-CONFERENCE SES.

- March 31st or April 1st. Session to take place in conference room (20 min).
- **4 tickets included**
- This session **requires** a customer presentation (case study), to be agreed by conference producer.
- 2 available

€ 8,000*

Add On: for an extra €3.000 add a Table Top and an exclusive free seat at the Speed Dating Table!!

All sessions include:

- Logo sponsoring: Your company logo on all marketing material (print, web, and onsite)
- Opportunity to distribute company material at the conference
- Your speaker receives a free invitation (limited to 1)
- We will announce the session as part of the conference programme

Please note:

- Breakfast session food & beverages are not included
- All content at the breakfast/breakout sessions must be approved by the programme manager
- AV included
- WAN-IFRA reserves the right to change the timing of the sessions whenever unforeseen circumstances of a quality programme require changes to be made.

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AWARD OPPORTUNITIES

WAN-IFRA's DIGITAL MEDIA AWARDS is the only truly global awards program that recognizes publishers who create ground-breaking digital products that engage readers while helping the bottomline.

Launched in 2010 in Asia and over the years, WAN-IFRA's Digital Media Awards Series has become the most comprehensive media awards program in the world.

At DME20, we will once again recognise publishers who have adopted digital media and mobile strategies as part of their total product offering to meet the major changes in how people consume news and information today. Chosen by an independent jury, the European results will be revealed at the conference.



EXCLUSIVE AWARDS CEREMONY SPONSOR

Be an active promoter of innovation and be associated with the best. Link your brand to the winning cases of the Publishing Industry. Take advantage of a large range of benefits, such as branding the ceremony, the awards, presenting the awards on stage, plus several conference tickets. Contact us to know more!



INDIVIDUAL AWARDS CATEGORY SPONSOR

Looking into sponsoring 1 or several categories only? Get in touch and we can tell you how!

Find out more about our categories here:

<https://events.wan-ifra.org/events/european-digital-media-awards-2019/topics>

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